JOHN J. COLLIER
1520 SPRUCE STREET
PHILADELPHIA

February 4, 1925.

Mr. J. C. Collier,

Barnesville, Ga.

My dear Mr. Collier:

I am in receipt of your very interesting letter of January 31, 1925 and should I ever again be near Barnesville, Ga. I shall take pleasure in calling on you..

In the meantime, one of the Collier family is in the public eye here in Philadelphia, (see clippings enclosed,) and he is very apt to be heard from frequently before the end of 1925.

I think I can safely say without fear of contradiction that the name "Collier" very rarely appears in the shady side of the limelight and I am making that statement after thirty years observation in Philadelphia and before that in Louisville, Ky and Boston, from which good city I went south.

Thanking you for your letter, I am,

Very truly yours,

JJC HLB

J. J. Collier

PHILADELPHIA, WEDNESDAY MORNING, FEBRUARY 4, 1925
COPYRIGHT, 1925, BY THE PUBLIC LEDGER COMPANY

MAYOR SELECTS COAST EXPERT TO HEAD SESQUI

Colonel David C. Collier, Who Made San Diego Exposition, Named Director General

KNOWN AS A "GO-GETTER"; SALARY WILL BE $25,000

Appointee Has a Free Hand and Promises Success—Hicks His Secretary

Colonel David Charles Collier, of San Diego, Calif., who was head of the Panama-California Exposition and commissioner general representing the United States at the recent Brazilian Exposition, was appointed director general of the Sesqui-Centennial Association at a salary of $25,000 a year by Mayor Kendrick yesterday.

Announcement of the appointment came after a conference in the Mayor's office, at which Colonel Collier and Ernest T. Trigg, chairman of the Executive Committee of the Sesqui-Centennial organization, attended. By the terms of the agreement between Colonel Collier and the Mayor, the director general will begin his duties immediately and continue at his post until November 30, 1926.

In a statement announcing the appointment the Mayor said he and Colonel Collier "are in accord on the thought that the exposition to be held next year shall be dignified, economical and effective."

To Open on June 14, 1926

It is planned to open the exposition on Flag Day, June 14, 1926, and close it on September 27, the anniversary of George Washington's Farewell Address to the American People.

The Mayor, who left last night for a vacation in the South, may stop off at

New Sesqui Head

COLONEL DAVID C. COLLIER

Whose appointment as director general of the Sesqui-Centennial Exposition was announced by Mayor Kendrick yesterday

general will begin his duties immediately and continue at his post until November 30, 1926.

In a statement announcing the appointment the Mayor said he and Colonel Collier "are in accord on the thought that the exposition to be held next year shall be dignified, economical and effective."

To Open on June 14, 1926

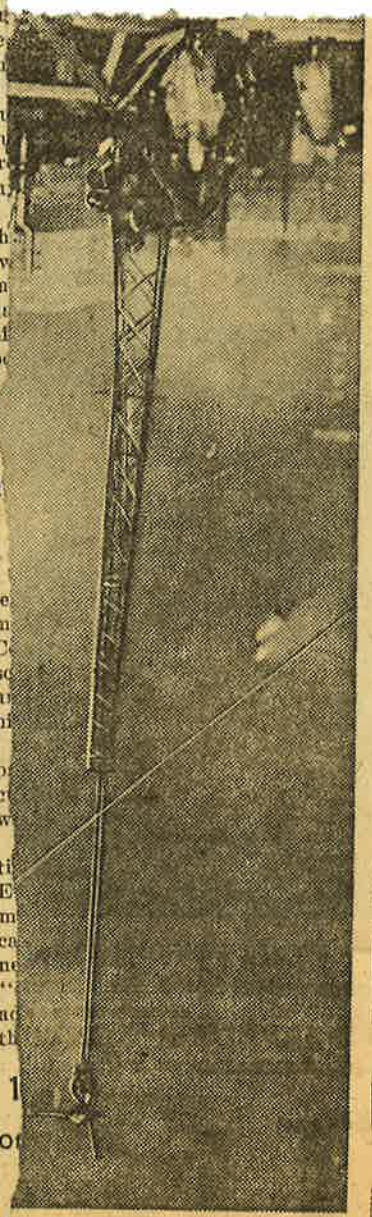
It is planned to open the exposition on Flag Day, June 14, 1926, and close it on September 27, the anniversary of George Washington's Farewell Address to the American People.

The Mayor, who left last night for a vacation in the South, may stop off at Washington to call upon President Coolidge with a view to enlisting the co-operation of the Federal Government in the Sesqui-Centennial movement. Should the Mayor go to the White House, it is expected that Colonel Collier will accompany him.

Efforts will be made to have the State participate in the exposition, and the Legislature will be asked to appropriate $500,000, the amount already appropriated by Council toward the preparation and execution of plans for the celebration of the 150th anniversary of the signing of the Declaration of Independence.

The new dircetor general has been instructed by the Mayor to examine all suggested ideas and all available data concerning the proposed exposition, and to work out a definite plan to be submitted at a meeting here on March 15. Although Fairmount Park has frequently been mentioned as the site for a Sesqui-Centennial Exposition, the Park was not referred to in that connection at the conference. During the discussion the stadium site in South Philadelphia was mentioned as the scene of many Sesqui-Centennial activities, and the Commercial Museum, 34th street below Spruce, also was referred to as a building which might be utilized by the exposition. Colonel Collier bluntly remarked that the residents of this city did not appreciate the value of the museum, although it is known all over the world.

The director general had some ideas of his own regarding the museum. He said the present buildings could be enlarged to four-story structures, making more room for Sesqui-Centennial exhibits. The Mayor assured those present that the stadium would be completed in time for the celebration, and added that he was sorry the proposed convention hall would not be finished



Water Tow

PHILADELPHIA, WEI

Col. Collier Named To Head the Sesqui

Continued from Page One

soon enough to be used in connection with the Sesqui.

It was suggested that $2,000,000 might be raised by popular subscription, but the Mayor said that should not be considered at this time.

The Mayor in his statement referred to the event as "an exposition of which Philadelphia's citizens will be proud, and which will leave behind not only a memory, but permanent monuments in the shape of building construction."

In a statement some weeks ago the Mayor said the Sesqui-Centennial plans would not include proposals for the construction of any buildings.

"After a few days in Philadelphia looking over the situation," said the Mayor yesterday, "Colonel Collier will leave for the West to adjust his business affairs so he may be absolutely free to take up his duties here. He will return at the earliest possible moment and on March 15 will present to the people a definite program of action for the celebration."

George W. B. Hicks, who was made executive secretary of the association last June, will act as secretary to the director general, according to the Mayor. The director general will be paid a total of $45,833 during the twenty-two months he is to serve. The salaries, as well as other expenses of the celebration, are to be paid out of the $500,000 appropriated by Council last November.

Colonel Collier is tall and of powerful build and his accent and mannerisms are those of the typical man of the West. His face is ruddy and smooth shaven. Yesterday he wore a black hat of the sombrero type, which covered a wealth of black hair. His cravat was a flowing black Windsor and his collar soft and low. He radiates self-confidence and has a free and easy manner, which might be described as "breezy." Direct in speech and forceful in manner, he is known in San Diego, where he conducts a real-estate business, as a "go-getter."

In an interview following the announcement of his appointment, the Director General said:

"Somebody during the conference in the Mayor's office suggested that it would, perhaps, not be wise to make public the salary I am to get. I said to the Mayor 'why certainly, put every card on the table, that's the way I work.'

"I have been here off and on a number of years but I never got the call to come to do this job until a week ago."

Colonel Collier deplored the lack of time in which to map his course of action but said there was sufficient time to prepare for a celebration that would be worthy of its purpose.

"Of course," he said, "if there were five of six years yet remaining in which to make preparations, you would probably find men in Philadelphia to handle the job as well as I can. But since the time is very short and all men experienced in this sort of work are either dead or have retired, I am perhaps the only man available to do the work in so short a time."

Colonel Collier's military title is an honorary one. He was a lieutenant colonel on the staff Governor J. N. Gillett, of California, from 1907 to 1911.

Yesterday he appeared before the Executive Committee of the Chamber of Commerce at a luncheon in the Bellevue-Stratford Hotel. He was presented by Mr. Trigg, who is associate chairman of the committee, after which he told of his experiences with the San Diego Exposition and the Brazilian Centennial.

Colonel Collier was born in a log cabin in Central City, Col., on August 14, 1871, his father a pioneer of 1858, was the first lawyer in that town. The colonel's first job was that of messenger

West. His face is ruddy and smooth shaven. Yesterday he wore a black hat of the sombrero type, which covered a wealth of black hair. His cravat was a flowing black Windsor and his collar soft and low. He radiates self-confidence and has a free and easy manner, which might be described as "breezy." Direct in speech and forceful in manner, he is known in San Diego, where he conducts a real-estate business, as a "go-getter."

In an interview following the announcement of his appointment, the Director General said:

"Somebody during the conference in the Mayor's office suggested that it would, perhaps, not be wise to make public the salary I am to get. I said to the Mayor 'why certainly, put every card on the table, that's the way I work.'

"I have been here off and on a number of years but I never got the call to come to do this job until a week ago."

Colonel Collier deplored the lack of time in which to map his course of action but said there was sufficient time to prepare for a celebration that would be worthy of its purpose.

"Of course," he said, "if there were five of six years yet remaining in which to make preparations, you would probably find men in Philadelphia to handle the job as well as I can. But since the time is very short and all men experienced in this sort of work are either dead or have retired, I am perhaps the only man available to do the work in so short a time."

Colonel Collier's military title is an honorary one. He was a lieutenant colonel on the staff Governor J. N. Gillett, of California, from 1907 to 1911.

Yesterday he appeared before the Executive Committee of the Chamber of Commerce at a luncheon in the Bellevue-Stratford Hotel. He was presented by Mr. Trigg, who is associate chairman of the committee, after which he told of his experiences with the San Diego Exposition and the Brazilian Centennial.

Colonel Collier was born in a log cabin in Central City, Col., on August 14, 1871, his father a pioneer of 1858, was the first lawyer in that town. The colonel's first job was that of messenger in the First National Bank of San Diego, which he got in 1885. He was advanced to the position of bookkeeper, and in 1891, was admitted to the bar. He practiced law fourteen years and then took up real estate development work. He was one of the early leaders of the San Diego Exposition, and in 1912 he became president of the organization. He served in that capacity five years, his duties taking him all over the United States and to Europe and South America.

He was appointed by President Harding Commissioner General to represent the United States at the Brazilian Centennial Exposition in Rio de Janeiro in 1922, and, according to the Mayor, it was he who suggested that the Government construct a permanent building as a part of its exhibit, which could be used afterward as the home and office of the American Ambassador, who is now occupying the building.

Colonel Collier belongs to many clubs and fraternal organizations. He is a thirty-second degree Mason, a Knights Templar, a Shriner, a member of the Eastern Star, an Elk, a Knight of Pythias, an Odd Fellow, a Forester and a Woodman. He is connected with various social and business clubs in both eastern and western cities. His wife, whom he married in 1896, was Miss Ella M. Copley.